

NPM 10: *The rate of deaths to children aged 14 years and younger caused by motor vehicle crashes per 100,000 children.*

Annual Objective and Performance Data	Tracking Performance Measures (Sec 485 (2)(2)(B)(iii) and 486 (a)(2)(A)(iii))				
	2000	2001	2002	2003	2004
Annual Performance Objective	4.0	3.9	3.8	3.3	3.2
Annual Indicator	3.5	3.3	3.5	3.6	
Numerator	39	38	36	39	
Denominator	1,121,610	1,136,782	1,028,927	1,094,410	
Is Data Provisional or Final				Final	
	2005	2006	2007	2008	2009
Annual Performance Objective	3.2	3.1	3.0	3.0	3.0

Notes - 2002

Sources: Numerator: Wisconsin Department of Health and Family Services, Wisconsin Division of Health Care Financing, Bureau of Health Information, Wisconsin Deaths, 2001, Madison, Wisconsin, 2001. Denominator: Table A1. Wisconsin Bureau of Health Information, Wisconsin Population by age and sex, July 1, 2001. Wisconsin Deaths, 2001. Data issues: Data for CY2002 are not available from the Bureau of Health Information until mid-2004.

Notes - 2003

Sources: Numerator: Wisconsin Department of Health and Family Services, Wisconsin Division of Public Health, Bureau of Health Information and Policy, Wisconsin Deaths, 2003, Madison, Wisconsin, 2005. Denominator: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Interactive Statistics on Health (WISH), <http://dhfs.wisconsin.gov/wish/>, Population Module, accessed 03/01/2005.

Notes - 2004

Data issues: Data for 2004 are not available from the Bureau of Health Information and Policy until 2006.

a. Last Year's Accomplishments

Impact on National Outcome Measures: Motor vehicle crashes continue to be a leading cause of unintentional injury death. According to Wisconsin Department of Health and Family Services Interactive Statistics on Health (WISH) in 2003 there were 33 children aged 14 or younger killed via motor vehicle related crashes. LHDs and others continue community education and outreach through car seat safety, bicycle safety, and other efforts to impact Outcome Measure #6, the child death rate per 100,000 children aged 1 through 14. Twenty-six of Wisconsin's local public health departments in 2004 worked on child passenger safety related projects using maternal child health block grant monies.

1. Car Seat Safety Inspections--Enabling Services--Infants and children

Through the performance-based contracts, approximately 26 LHDs and a number of Day and Child Care providers continued to provide health and safety education regarding proper installation and use of car (including infant and booster) seat restraints. Some staff renewed the requirements to retain their status as child passenger safety technicians.

2. Community Education and Outreach--Population-Based Services--Infants and children

Worked with DOT, SAFEKIDS, Wisconsin Safety Belt Coalition and other partners to provide outreach and public education to increase knowledge and resources available to reduce deaths from motor vehicle crashes. Wisconsin Child Passenger Safety Association (WCPSA) continued working on its goals of: Creating awareness to protect children by encouraging safe transportation; working with local, state and federal agencies to strengthen child restraint and safety seat laws; providing continuing education and support for child passenger safety technicians; educating both professionals and families; and promoting and providing community resources and a communication network. Wisconsin communities continued to participate in "Walk to School Day".

Activities	Pyramid Level of Service			
	DHC	ES	PBS	IB
1. Car seat safety inspections		X		
2. Community education and outreach			X	

b. Current Activities

1. Car Seat Safety Inspections--Enabling Services--Infants and children

In 2004, approximately 26 LHDs continue to provide health and safety education regarding proper installation and use of car (including infant and booster) seat restraints through the performance-based contracts. In anticipation of new Federal standards, part of Governor Doyle's "KidsFirst" Initiative, announced in Spring, calls for the passing of legislation establishing stricter child passenger safety standards, including child safety seats and booster seats for infants, toddlers, and small children. Booster seat legislation was proposed in February and April of 2005 in both the House and Senate.

2. Community Education and Outreach--Population-Based Services--Infants and children

Wisconsin communities plan to continue to participate in "Walk to School Day" and "Walkable Community" activities and planning. Many LHDs continue to provide bicycle safety education. DOT continues their work in educating parents about child transport safety as well as ensuring safe routes for children to walk or bike to school (particularly in Milwaukee).

3. Enhancement and Expansion of Partnerships--Infrastructure Building Services--Infants and children

The Injury Prevention Coordinating Committee and its partners (DPH Central and Regional Offices, SAFEKIDS, Waisman Center, Population Health, Bureau of Health Information and Policy, Injury Research Center, Department of Public Instruction, and others) continue their efforts along with WCPSA. Impacting Intentional and Unintentional Injuries and Violence, one of "Healthiest Wisconsin 2010" health priorities, is ongoing.

c. Plan for the Coming Year

1. Car Seat Safety Inspections--Enabling Services--Infants and Children

As these types of services continue to be identified as a local need, it is anticipated that LHDs and others will continue to provide them.

2. Community Education and Outreach--Population-Based Services--Infants and children

DOT and others will continue outreach activities and public education, in concert with Governor Doyle's "KidsFirst" Initiative.

3. Enhancement and expansion of partnerships--Infrastructure Building Services--Infants and children

As opportunities are identified, new partnerships will be developed and/or current partnerships enhanced or expanded to accomplish the work of the projects and new initiatives.